

**POSTAGE PRINTING SYSTEM HAVING**  
**SUBSIDIZED PRINTING OF THIRD PARTY MESSAGES**

**Abstract of the Invention**

P.E.  
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5 A postage printing system, <sup>HAVING</sup> comprising a computer, a data center and a control system. The computer is in operative communication with a printer for printing a postal indicia on an envelope. The data center is in operative communication with the computer which in turn is located remotely from the data center. The data center includes a plurality of user accounts and a plurality of advertiser accounts where each of the plurality of advertiser

10 accounts includes respective ad data including message data and restriction data. The control system is in operative communication with the data center and the computer and is for: (i) establishing a transaction session between a user of the computer corresponding to one of the plurality of user accounts and the data center; (ii) obtaining recipient address information from the user;

15 and (iii) using the recipient address information and the restriction data from the plurality of advertiser accounts to identify message data available for printing on the envelope in conjunction with the postal indicia.

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